

**MINUTES**  
**VENETA ECONOMIC DEVELOPMENT COMMITTEE**  
**WEDNESDAY, August 12, 2020 – 2:00 P.M.**  
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

**Committee Members Present:**

Len Goodwin (Vice Chair), Thomas Cotter (Council Appointee, Council President), Jason Alansky (Veneta – Fern Ridge Chamber President), Dalen Corbett (KEZI), Gina Haley-Morrell (Veneta – Fern Ridge Chamber), John Tribolet (Grateful Graffix)

Matt Michel, City Administrator and non-voting member

**Absent:** Herb Vloedman (Chair, Fern Ridge Self-Storage), Tulsi Elizabeth Strickland (In Your Heart Song Coaching & Training), Ryan Frome (Veneta Vet. Hosp.)

**Staff:** Jana Weaver, Management Analyst

**Visitors:** Jenna Cusimano (Lane County Economic & Community Development Management Analyst) by phone

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**I. CALL TO ORDER**

Vice-Chair Len Goodwin called the Economic Development Committee (EDC) meeting to order at 2:00 p.m.

**II. PUBLIC COMMENT**

None.

**III. ADMINISTRATIVE**

a. Approval of June 10, 2020 Minutes.

- Gina Haley-Morrell made a motion to accept the minutes; seconded by Jason Alansky; passed unanimously.

b. 5-Year Strategic Plan Action Priorities Update

- Matt Michel explained that the green colored tasks are either active or ongoing. Changes since the last EDC meeting are noted by “8-12 Update.” Vice-Chair Goodwin commented on potentially including CAT-6 wiring in future code changes in addition to CAT-5.

c. Local development news

- Michel highlighted recent construction activities (Baxter Plumbing, Dollar General, planned subdivisions). Discussion occurred.

**IV. VENETAWORKS UPDATES**

a. Shopfernridge.com Online Regional Marketplace

- Jana Weaver shared the status of the website development. Launch date is expected to be late August instead of early August as hoped.

b. Downtown Veneta Retail Pop-Up Market

- Weaver reported on the logistics and timing for the Pop-Up Market. Discussion occurred including questions about determining what type of products sell well in downtown Veneta and other retail market data that could be gathered to make the case for new retail space in downtown Veneta.

c. Oregon RAIN – Mentor Meet-ups

- Michel reported that Veneta's Venture Catalyst Raj Vable continues to host monthly mentor meet-ups that are well attended.

**V. FERMENTATION INCENTIVE PACKAGE UPDATES**

- Michel updated the EDC on the current brewpub team's progress in finalizing construction numbers and business plan for City review.
- Michel asked for guidance on offering a lease or a sale of the W. Broadway property. Discussion occurred. Generally, the City should be open to paying for structural costs such as the sewer line, roof, etc. as improvements to a City-owned asset that will return value at sale. The brewpub team should be open to paying for brewpub related costs such as customized concrete floors for drainage, and other accessories. The City should come up with a timeframe for re-development and not-to-exceed cost number to manage risk such as determining what the City would pay for demolition and clearing of the existing building, a net lease value of the finished building's square footage, or similar approaches that balance risk and the City's goal to return the property to the tax rolls.

**VI. MIDDLE MILE FIBER UPDATE**

- Michel reported on the recent completion of a deal for Veneta to use 6.6 miles of 10 fibers from Cantrell Road to the southwest corner of Territorial Road and OR-126 for up to 44 years.
- Michel presented information about the remaining 1.75 miles of fiber needed to fully connect the Middle Mile fiber route. Discussion occurred about the Hunter Communication's construction contract, Hunter's interest in serving FCR on Veneta's leased fiber in exchange for construction of the 1.75 miles of needed fiber. Michel will discuss with FCR next week their plans for the Veneta site in order to better inform a decision about leasing fiber to Hunter.

**VII. 2021-26 STRATEGIC PLANNING PROCESS**

- Weaver reported on the Pre-Kick-off meeting with U of O's team to facilitate the planning. The first meeting with the EDC will be at the September EDC meeting and monthly thereafter potentially until January. The meetings will be held over video conferencing with City Hall available for up to four people.

**VIII. OTHER**

- a. New RARE Participant: Bradleigh Jenkins starts in late September
  - Weaver shared news about bringing Bradleigh Jenkins onboard. The EDC asked if Bradleigh could share a brief biographical introduction.
- b. Jenna Cusimano shared new information about State cultural trust matching grant money newly available.

**IX. NEXT MEETING**

- a. September 9, 2020 at 2:00 p.m. and the Second Wednesday of Every Month
- b. Topics:
  - i. Online Marketplace operation
  - ii. Pop-Up Retail operation
  - iii. Strategic Planning begins!

**X. ADJOURN**

Vice-Chair Goodwin adjourned the meeting at 3:23 p.m.